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Attorney's Docket No.: 16113-326001 / GP-134-10-US

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant:	Pfleger et al.	Art Unit:	2165
Serial No.:	10/802,958	Examiner:	Christyann R. Pulliam
Filed:	March 17, 2004	Conf. No.:	4198
Title:	METHODS AND SYSTEMS FOR IMPROVING A SEARCH RANKING USING POPULATION INFORMATION		

**Mail Stop AF**  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

REPLY TO ACTION OF JULY 3, 2007

Please reconsider this application in light of the following:

Amendments to the claims set forth in the **Listing of Claims** beginning on page 2; and

**Remarks** beginning on page 7.